



VIRTUAL WORLD ENTROPIA UNIVERSE MAKES HISTORY HOSTING A MUSIC VIDEO COMPETITION WITH PRIZES VALUED OVER \$30,000

(Gothenburg, Sweden) – December 10, 2008 - MindArk PE AB, developer of Entropia Universe, the number one virtual world with a real cash economy, today announces the grand prize in a new music video competition that will incorporate recently licensed mega hit “Let it Rock” by Kevin Rudolf featuring Lil Wayne. Video and movie makers of all levels have the opportunity to create a machinima music video using Entropia Universe graphics and part or all of the “Let it Rock” song for a chance to win a valuable virtual prize including a Unique Land Area as well as a Full Set of Unlimited Supremacy Armor, together valued at over \$30,000 USD. The competition coincides with the exciting transition within Entropia Universe to the new CryENGINE®2's cinematic graphics engine in 2009.

David Simmonds, MindArk's director of business development, states, “We really wanted to inspire and motivate the most creative minds within Entropia to use our new CryENGINE®2 graphics to produce amazing content for a music video. This is a groundbreaking contest, as it marks the first time a virtual world has offered a virtual prize with such a high market value in real currency. We anticipate a surge of machinima, in general, throughout Entropia Universe and see this as the first major step. With such valuable prizes on the line we expect scores of entrants and are looking forward to creative and visually stunning videos.”

To enter the contest, Entropia Universe players should upload their music videos to YouTube between now and February 14, 2009 with the headline "Entropia Let it Rock:" followed by a unique title. For a complete list of submission details, please visit www.mindark.com/news-1 .

“Let it Rock,” featuring Lil Wayne, is the first single off of Rudolf's debut album, "In the City" from Cash Money Records/Universal Republic. “Let it Rock” has received 60 million plays on Rudolf's MySpace page and the video has eight million views on YouTube. It is certified platinum in the US and Canada, selling over 1.5 million digital copies in the US.

About MindArk and Entropia Universe

Entropia Universe is an expanding entity of interoperable 3D virtual worlds based on the proprietary Entropia Universe Platform. Each virtual world takes the form of a planet(s) within the virtual Entropia Universe.

The Entropia Universe Platform contains full support for secure micro-transactions in real-time, rich media viewing, transactions with real and virtual items, MMOG entertainment and social interaction between global participants. Its virtual currency, the PED, has a fixed exchange rate of 10:1 with the US dollar.

The Entropia Universe Platform has been developed over 10 years at a cost of more than \$40 million. Commercially launched in 2003, MindArk's planet Calypso has been generating profit since 2004 and has served as a vehicle for fine-tuning the platform's business model and functionality. During 2007, the Entropia Universe Platform provided a secure and stable venue for more than \$400 million in user-to-user transactions. Today, Entropia Universe has more than 790 thousand registered accounts from over 200 countries.

The Entropia Universe Platform offers a complete solution for virtual planet creation and maintenance and for premium content production.

For more information, please visit www.mindark.com and www.entropiauniverse.com.

About Kevin Rudolf

Kevin Rudolf is an American Pop singer-songwriter, guitarist, and record producer. He is signed to Cash Money Records/Universal Republic Records. Born in New York City, he is currently based out of Miami. Rudolf's debut single "Let it Rock" has sold over one million copies in the USA and his debut album "In the City" was released in the US on November 24th. Rudolf has worked with many artists as either a producer, writer or guitarist, including Nelly Furtado, Timbaland, Black Eyed Peas, Lil Kim, LL Cool J, Justin Timberlake, David Banner, Lil Wayne, Ludacris and Nas.

Media Contact:
Nadia Saalabi
Terpin Communications, Inc.
nadia@terpin.com
310.821.6100 x117